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ROSES

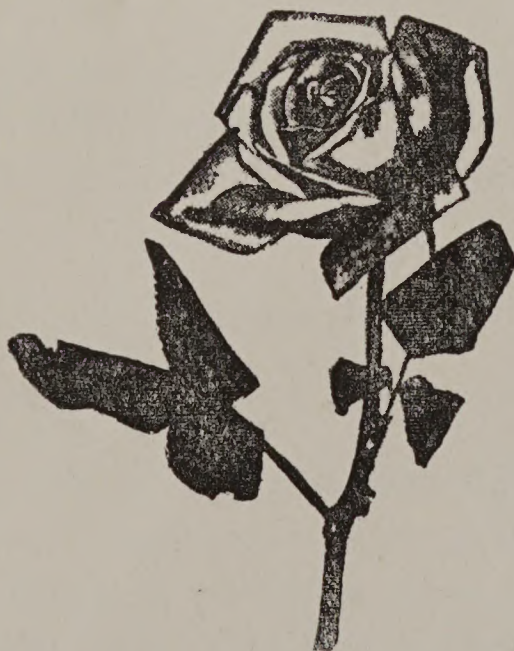
of Quality

from

MOORE NURSERY & FLORAL CO.

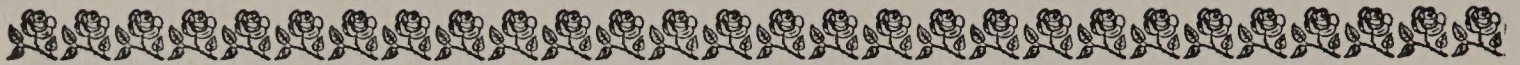
P. O. Box 756

TYLER, TEXAS



Fall 1940 • Spring 1941

"THE WORLD NEEDS 'MOORE' ROSES"



Rose Bushes of Superior Quality

Plant "Moore" Roses for a satisfactory rose garden. Our roses are of excellent quality, two-year-old field-grown, hardy and have bloomed in the field one year. Plants are properly dug and handled, carefully packed and shipped to you while they are fresh and green; pruned ready to plant.

Our Guarantee

Any roses which fail to live will be replaced free of charge. This offer is good only until May 1st, and reports on plants which die must be made on or before that date. We guarantee the bushes we ship you to be true to name and grade, strong, and free from disease. Packed by experts to reach you in first-class condition. We guarantee all bushes to bloom as represented on list.

Fall planting is recommended for the South, and to secure best results, roses should be planted not later than January 15th. Early planting gives the roses an opportunity to become established before growth begins in the Spring; also gives the benefit of winter rains.

SHIPPING SEASON opens October 15th, and continues to April 1st.

TERMS: Cash with order. No C. O. D's., please.

PRICES ON ROSES include shipping charges. Your order will be shipped to you by prepaid express or parcel post. Please note that we **DO NOT** prepay transportation charges on anything except roses; that is, trees, shrubs, evergreens, etc., are shipped express or freight collect.

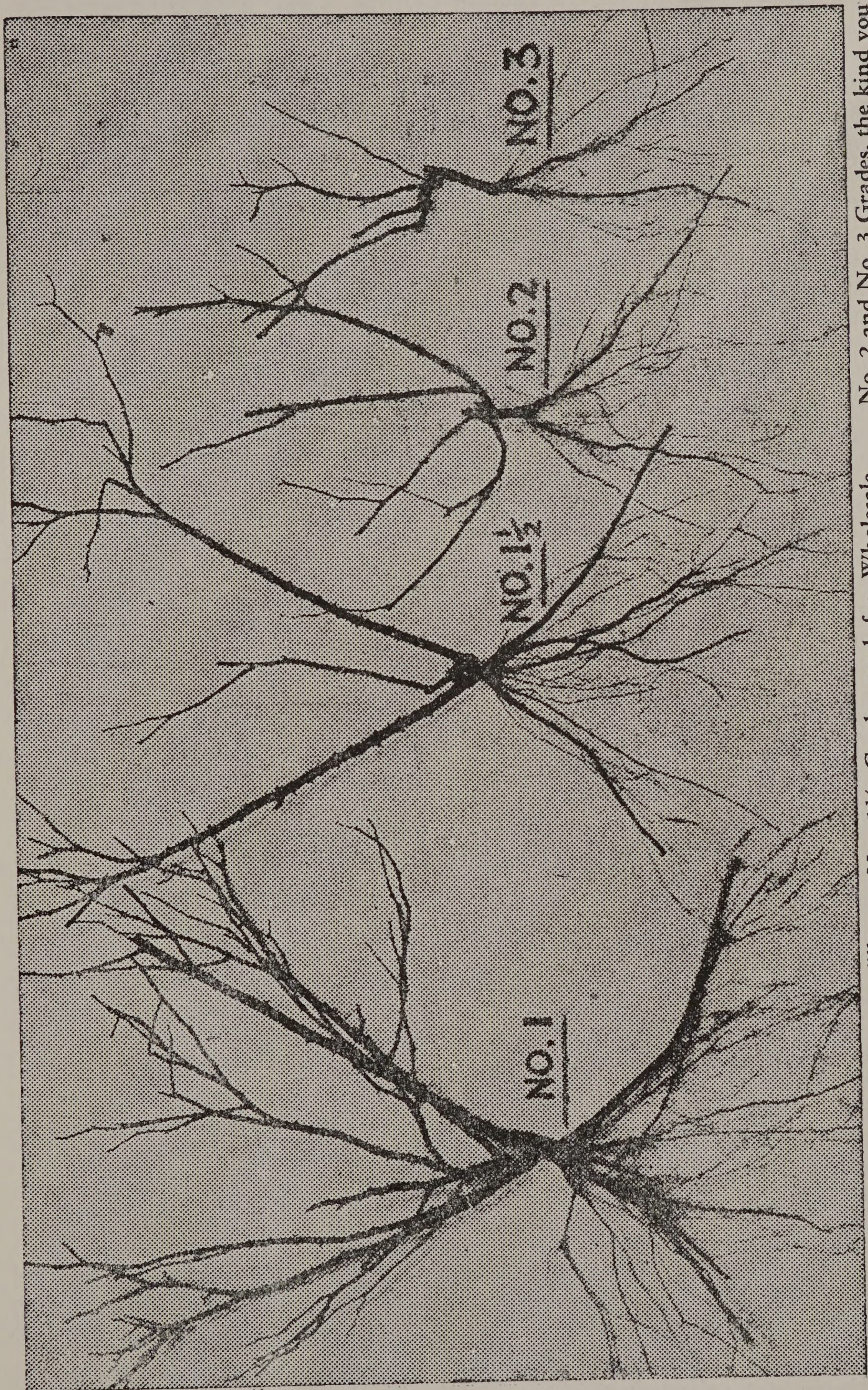
All orders will be filled with strictly first-class number one grade plants. See illustrations of the grades of roses.

"THE WORLD NEEDS 'MOORE' ROSES"





GRADES OF ROSES

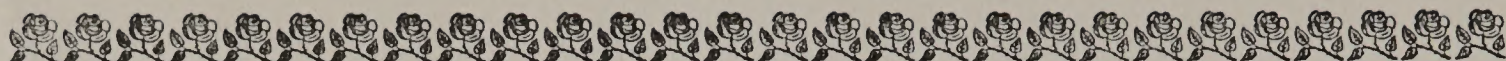


No. 1 Grade—The kind we use to fill our mail orders.

No. 1 1/2 Grade, used for Wholesale Trade when No. 1 1/2 Grade is specified

No. 2 and No. 3 Grades, the kind you get at "bargain" sales, offered as "Two-year old, field-grown roses"





A List of Varieties of Roses

Proven by Test to be the Best

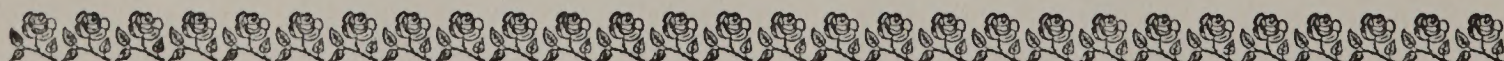
Dependable varieties selected by rose-lovers everywhere. All varieties included in the following list priced as follows:

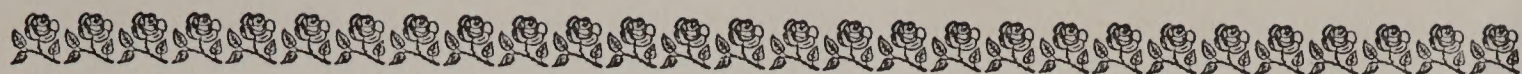
Per Dozen	\$ 2.65
Per Half Dozen.....	1.50
Per 100.....	15.00
Per 50.....	8.50

EVERBLOOMING BUSH ROSES

AMERICAN BEAUTY.....	Rose pink, double
AMI QUINARD.....	Dark Velvety red, almost black
ANTINEA.....	Clear apricot, suffused pink
AUTUMN.....	Orange bronze and gold
BRIARCLIFF.....	Clear pink, long buds
CALEDONIA.....	Long buds, beautiful white
CHAS. K. DOUGLAS.....	Striking crimson scarlet, hardy
COLUMBIA.....	Bright pink, long buds
CONDESSA DE SASTAGO.....	Two-tone yellow and orange
DAINTY BESS.....	Deep pink, single, very attractive
DAME EDITH HELEN.....	Unusual pure pink, very double
DOTTY.....	Bronze yellow, a dependable variety
DUCHESS OF LUXEMBOURG.....	Cream yellow and orange
DUQUESSA DE PENARANDA.....	Pure clear orange
E. G. HILL.....	Dazzling red, fine cut flower
EDITH NELLIE PERKINS.....	Salmon pink and copper
EDITOR McFARLAND.....	Deep sparkling pink
ETOILE DE FRANCE.....	Vivid crimson
ETOILE DE HOLLANDE.....	Dark scarlet, double fragrant
F. J. GROOTENDORST.....	Clusters of small red flowers
FRANCIS SCOTT KEY.....	Very double light crimson
FRAU KARL DRUSCHKI.....	Magnificent snow-white
GENERAL JACQUEMINOT.....	Clear red, excellent shape
GOLDEN DAWN.....	Large buds, deep yellow
GOLDEN OPHELIA.....	Yellow, small perfect buds, dainty
HEINRICH GAEDE.....	Orange scarlet
HENRY NEVARD.....	Very double, crimson scarlet, fragrant
JOANNA HILL.....	Rich creamy yellow
J. J. L. MOCK.....	Very double, two-tone pink
JULIEN POTIN.....	Pointed buds, pure deep yellow
K. A. VICTORIA.....	Perfectly formed blooms, white
KOENIGIN LUISE.....	Large, double, snow-white

“THE WORLD NEEDS ‘MOORE’ ROSES”





LADY HILLINGDON.....	Slender, pointed buds, deep yellow
LEONARD BARRON.....	Large, double, clear pink
MALAR ROS.....	Large scarlet blooms, pointed, showy
MARGARET McGREDY.....	Double, cupped orange-vermillion
MAX KRAUSE.....	Large, double, golden yellow
McGREDY'S SCARLET.....	Brilliant velvety scarlet
MEV: G. A. VAN ROSSEM.....	Golden orange, red-veined
MRS. CHAS. BELL.....	Salmon or shell pink Radiance
MRS. CHAS. LAMPLOUGH.....	Massive creamy white blooms
MRS. E. P. THOM.....	Clear golden yellow
MRS. PIERRE S. DuPONT.....	Clear deep golden yellow
MME. NICHOLAS AUSSELL.....	Glowing orange, salmon
PINK RADIANCE.....	Rose pink, inside of petals lighter
PINK GROOTENDORST.....	Clusters of small pink blooms
PRES. HERBERT HOOVER.....	Cerise pink, flame, yellow
RED COLUMBIA.....	Dark red, pointed buds
RED RADIANCE.....	Globular flowers of deep rose-red
ROSLYN.....	Large double golden yellow, deep orange
SENIOR.....	Splendid new red rose, excellent for cutting
SENSATION.....	Large double, showy scarlet
SUNBURST.....	Fine yellow flowers, orange at center
TALISMAN.....	Brilliant red and gold
ULRICH BRUNNER.....	Bright carmine, cupped, fragrant
WHITE KILLARNEY.....	White

CLIMBING ROSES

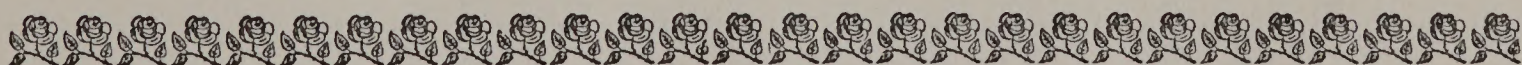
CLIMBING AMERICAN BEAUTY.....	Rose pink
CLIMBING PRES. HOOVER.....	Cerise, flame red, yellow
CLIMBING RED RADIANCE.....	Flowers same as bush variety
CLIMBING TALISMAN.....	Brilliant red and gold
MARY WALLACE.....	Large double, shining pink
MME. GREG. STAECHELIN, or SPANISH BEAUTY.....	Pink
PAUL'S SCARLET CLIMBER.....	Clusters of scarlet flowers

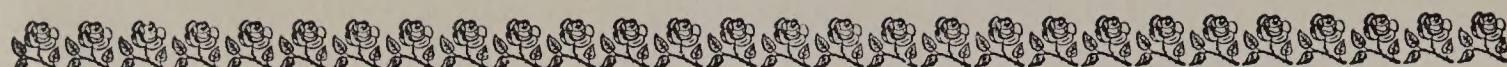
POLYANTHAS OR BABY RAMBLERS

CECILE BRUNNER, or SWEETHEART.....	Perfect form, pink
GOLDEN SALMON.....	Bright orange-scarlet
LAFAYETTE.....	Large frilled, striking light crimson
SALMON SPRAY.....	Rich salmon pink, reverse carmine

NOTICE TO GARDEN CLUBS

Our quantity lot price of \$15.00 per 100 is intended for the use of Garden Clubs sending in club orders for 100 or more roses. Garden Club orders receive our special attention. The individual orders are wrapped separately and tagged with identifying name or number and the total order packed in a bale or bales and shipped to purchasing agent. Special and patented varieties listed on next page sell for individually specified prices and are not included in the \$15.00 per 100 price.





Special Varieties of Roses

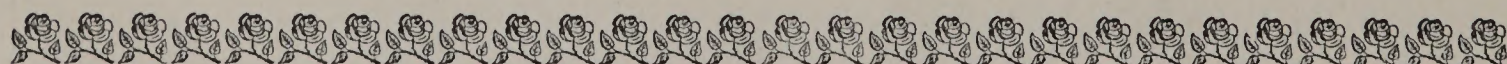
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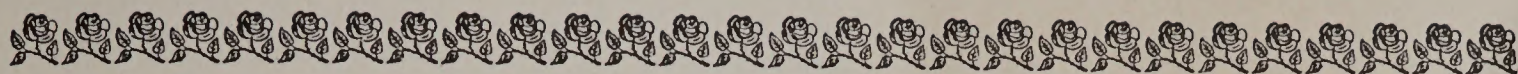
- BRAZIER**—Flame-scarlet. Pointed buds of burnt-orange open to double fragrant flowers of dazzling brilliance. \$1.00 each.
- CHRISTOPHER STONE**—Scarlet-crimson. Intensely fragrant. 75c each.
- FAIENCE**—Two-tone soft peach and cadmium-yellow. Exquisite form, long pointed buds, full-petaled open blooms. Yellow at base, shading to pink at the edge of petals. \$1.00 each.
- GOLDEN SASTAGO**—Buttercup-yellow. Vigorous-growing, free-blooming sport of Condessa de Sastago. Different only in color, which is glowing buttercup-yellow. The early flowers are tinted with apricot which disappears later in the season, leaving the rich yellow, deliciously fragrant blooms in a setting of splendid dark foliage. \$1.50 each.
- MARGARET BELL HOUSTON**—Large, double crimson velvet. 50c each \$4.50 dozen.
- MERMAID**—Pillar or climbing rose. Large, single sulphur-yellow flowers with a lovely heavy mass of rich golden anthers. 50c each.
- MRS. SAM MCGREDY**—Scarlet-orange. Coppery scarlet-orange flowers, flushed dull red and of fine form. 50c each; \$4.50 per dozen.
- ROUGE MALLERIN**—Large, velvety scarlet. Pointed buds of brilliant red open to large blooms of glowing scarlet. Captivating old rose fragrance. 50c each; \$4.50 per dozen.
- SOEUR THERESE**—Long pointed buds of rich yellow. Fragrant blooms are freely produced and hold color well. 50c each; \$4.50 per dozen.
- CLIMBING CALEDONIA, or MARTHA RUTH MOORE**—A sport of the well-known Caledonia, long pointed snow-white buds, opening to beautiful well-shaped fragrant flowers. Rapid grower. 50c each.
- CLIMBING GOLDEN DAWN**—New, flowers same as bush variety. 50c each.
- CLIMBING JESSIE ANDREWS**—Sport of Condessa de Sastago. Flowers are same as Condessa, large and gorgeously colored, double and fragrant. Hardy grower, beautiful foliage. 50c each.
- CLIMBING ROSLYN**—Sport from the bush variety. Long pointed buds on deep yellow, tinged orange. Glossy foliage, hardy grower. 50c each.

PATENTED ROSES

	Each	Dozen
ALEZANE (Pat. 116) Brownish red.....	\$1.25	\$12.50
BETTER TIMES (Pat. 23) Perfect cerise red blooms.....	1.00	10.00
COUNTESS VANDAL (Pat. 10) Brilliant scarlet.....	1.00	10.00
ECLIPSE (Pat. 172) Yellow, streamlined buds.....	1.25	12.50
GLOAMING (Pat. 137) Exhibition pink.....	1.00	10.00
MARY HART (Pat. 8) Fragrant; blood red.....	1.00	10.00
MCGREDY'S TRIUMPH (Pat. 190) Scarlet and orange.....	1.25	12.50
MRS. FRANCIS KING (Pat. Pend.) Sunset shades.....	1.50	15.00
ROCHESTER (Pat. 131) Oriental pearl; Floribunda.....	.85	8.50
SNOWBANK (Pat. 279) White Floribunda.....	.85	8.50
SIGNORA (Pat. 201) Improved Hoover.....	1.25	12.50
TEXAS CENTENNIAL (Pat. 162) Blood to cerise red.....	.60	6.00
FEU PERNET-DUCHER (Pat. 103) Golden yellow.....	1.00	10.00
GOLDEN STATE (Pat. 303) Buff-yellow.....	1.50	15.00
FLASH—Climber (Pat. Pend.) Flashing red and gold.....	1.00	10.00
MME. COCHET-COCHET (Pat. 129) Coppery pink.....	1.00	10.00
BLAZE (Pat. 10) Brilliant Scarlet flowers, Climber.....	1.00	10.00
DOUBLOONS. Climber (Pat. 152) Double yellow bloom.....	1.50	15.00
MCGREDY'S PINK (Pat. Pend.) Vigorous bright pink.....	1.50	15.00
MCGREDY'S SUNSET (Pat. Pend.) Sunset shades.....	1.50	15.00

“THE WORLD NEEDS ‘MOORE’ ROSES”





Ten Points for A Better Rose Garden



1. Prepare beds for roses well in advance of planting. Mix sand and leaf mold or well rotted compost with soil if native soil is heavy. A layer of gravel or pieces of tile can be used in the bottoms of the holes if locality has little or no drainage. Roses require plenty of plant food and water and adequate drainage. A great deal of the rose trouble in the Gulf Coast section is caused from plants not having enough drainage.

2. Do not plant more roses than can be properly cared for. A few plants properly fertilized watered, sprayed, pruned and cultivated will give more satisfactory results than a large planting which has to be more or less neglected in some respects.

3. Plant roses early. The plants should be in the ground not later than January 15th, for best results in the South. Roses set in November, December and January get the benefit of winter rains and have time to make feeder roots before growth begins in spring. The buyer also gets better quality plants in a better selection of varieties when he plants his rose garden early.

4. Buy good grade number one plants from a reliable grower. Even if you have to pay more for them, get good plants to begin with and have a successful garden the first year. Beware of the peddler and dealer who have had no experience in growing roses, but who advertise "Two-Year-Old Tyler Rose Bushes" at bargain prices. They are most likely unloading some undergrade stock that could not be moved through the regular channels. Order roses from the grower or dealer who can and will specify the quality and grade of plants he is selling.

5. Select varieties recommended for your section. The following are some of the better kinds for the Gulf Coast:—

Red Radiance, Condessa de Sastago, Edith Nellie Perkins, Etoile de Hollande, Margaret McGredy, Roslyn, Mrs. Chas. Bell, E. G. Hill, Pres. Herbert Hoover, Pink Radiance, Dainty Bess, Editor McFarland, Frau Karl Druschki, Mrs Chas. Lamplough, Talisman, Dotty, McGredy's Scarlet.

6. Set plants in holes that are large and deep enough to allow natural spread of roots and to barely cover the union of the top and understock. Fill in the hole with good top soil and tamp firmly around the roots. Put no fertilizer in the hole, but work a good complete fertilizer around each plant after setting. Cotton seed meal is good, or any complete fertilizer recommended for roses. Thereafter use one-fourth to one-half pound for each plant at three month intervals, beginning early in spring. Water well at time of planting and during a drought in summer, soak beds thoroughly once a week.

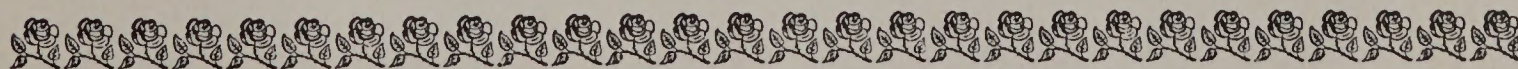
7. Plants should be purchased "pruned ready to plant;" however, each cane may be given a fresh cut at time of planting. Early in spring after the first year, prune the bushes back to three to five strong canes the length as when set.

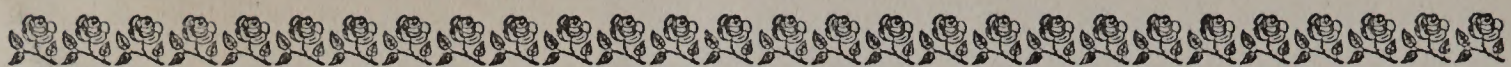
8. Use sulphur dust to prevent and to cure black spot, a disease which causes foliage to turn yellow and drop off, then turns the canes black and finally causes the plant to die. Begin dusting when the first grown leaves appear and continue at eight or ten day intervals up to June 1st.

9. Cultivate freely to keep top soil loose. Hoe out all weeds and grass, and plow or fork the ground to allow air to reach the roots. Loosen the soil after each rain or irrigation as it is necessary to maintain at least a shallow cultivation.

10. Keep the bloom stems cut off after flowers open, in order to keep plants growing and developing new buds. Do not cut stems too long—leave two or three leaves at base of stem.

“THE WORLD NEEDS ‘MOORE’ ROSES”





Evergreens, Flowering Shrubs, Ornamentals, Fruit Trees

Priced As Noted

All stock shipped by express or freight COLLECT. Please note that we DO NOT PREPAY TRANSPORTATION charges on plants listed on this page.

ABELIA—2 to 3 feet.....	.30 each
ALTHEA—Double red or double white, 3 to 4 feet.....	.25 each
AMERICAN HOLLY—15 to 18 inches.....	.50 each
AMUR PRIVET SOUTH—2 to 3 feet.....	.05 each
BEAUTYBERRY—2 to 3 feet.....	.25 each
CAPE JASMINE, Gardenia—18 to 20 inches.....	.50 each
CHINA TUNG OIL TREE—3 to 4 feet.....	.50 each
CREPE MYRTLE—Pink, purple or red, 18 to 24 inches.....	.20 each
DEUTZIA—Double white, 3 to 4 feet.....	.25 each
DOGWOOD—Pink or white, 2 to 3 feet.....	.30 each
DWARF BOXWOOD—8 to 10 inches.....	.25 each
DWARF BROOM—12 to 15 inches.....	.40 each
ELEAGNUS—15 to 18 inches.....	.30 each
EUNONYMOUS JAPONICA—18 to 24 inches.....	.25 each
FLOWERING QUINCE—2 to 3 feet.....	.35 each
FORSYTHIA—3 to 4 feet.....	.25 each
ITALIAN CYPRESS—20 to 30 inches.....	.50 each
MAGNOLIA—18 to 24 inches.....	.50 each
NANDINA—15 to 18 inches.....	.35 each
REDBUD—3 to 4 feet.....	.25 each
RED CHOKEBERRY—2 to 3 feet.....	.20 each
RED SNOWBERRY—2 to 3 feet.....	.20 each
ROSEA WIEGELIA—3 to 4 feet.....	.25 each
SILVER LEAF MAPLE—3 to 4 feet.....	.40 each
SPIREA—3 to 4 feet.....	.20 each
WAXLEAF LUCIDUM—18 to 24 inches.....	.35 each
YELLOW JASMINE—18 to 24 inches.....	.35 each
YOU PON HOLLY—12 to 15 inches.....	.30 each

FRUIT TREES

APRICOT, Cluster—2 to 3 feet.....	.20 each
FIG, Everbearing—12 to 24 inches.....	.25 each
NATIVE PERSIMMON—2 to 3 feet.....	.15 each
PEACH—Elberta, Red Iidian—3 to 4 feet.....	.20 each
FLOWERING PEACH—3 to 4 feet.....	.20 each
PLUM, Burbank, America, Gold and Sapa—3 to 4 feet.....	.25 each
FLOWERING PLUM—3 to 4 feet.....	.25 each

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